



Montana Arts Council
Strategic Plan Accomplishments 2005-2006

Accomplishment Overview

MAC is coming to the end of its 2001-2006 Strategic Plan. Of the 86 tactics defined within the 2001-2006 plan, MAC is extremely proud to report that 74 have been accomplished, or major progress has been made. Still other accomplishments have been achieved that were not in the plan at all. A full report of all accomplishments of the 2001-2006 Strategic Plan is available, and below is a summary of the most important information.

Arts Education Accomplishments 2005-2006

Objectives focus on:

- Promote the value of arts education to a variety of leaders and organizations
- Improve the arts skills of teachers and teaching artists
- Ensure that arts are basic to pre-K through 12 and beyond

All of the strategies identified to implement these objectives in 2005-2006 are addressed with either major progress or full accomplishment.

Accomplishment highlights:

- MAC's Arts Education program was ranked second in the nation among all state arts agencies in the most recent National Endowment for the Arts review of the agency. MAC was accorded this honor for the quality of its program and its effectiveness in helping teachers in rural Montana meet state standards.
- MAC's arts ed program is so successful and in such high demand that MAC's grants for local programs were fully expended by the first half of the fiscal year.
- A formal outside evaluation of the program was conducted in 2006, giving this program highest marks in gauging its effectiveness and value to teachers throughout the state. (OPI does not presently provide any arts education programs; MAC is the only source.)
- MAC's arts education program reached 55 out of 56 counties during the life of this plan.
- One-fifth of all Montana's school children directly benefited from MAC's arts ed programs.
- Almost three-quarters of the grant funding went to rural communities.
- All professional development goals for teachers were met.
- Web resources, e-mail listservs, ongoing arts ed coverage in the agency newspaper "State of the Arts" and other tools were developed to help teachers meet arts standards.
- Special partnerships were developed with three non-profit rural arts organizations to help MAC serve really rural eastern and central Montana in ways regular programming cannot.

Goals not accomplished: MAC spent time addressing recruiting Indian involvement in arts education programs. In these efforts, MAC has realized the need for an entirely different style of communication based on one-on-one relationships, and is pursuing that approach instead of offering up ready-made programs that may not be relevant. In addition, programs targeted specifically for juvenile delinquents were not conducted because funding was fully expended for other plan priorities.

Economic Development

Focus of Objectives:

- Achieve arts-driven economic development
- Create a statewide and national campaign to promote Montana artists
- Increase Montana's focus on cultural tourism
- Create statewide and national market visibility for Montana artists and business opportunities for artists and arts organization
- Increase technical assistance in artistic development, audience building, marketing, business skills and fiscal development for artists and arts organizations

Most strategies identified to implement these goals were accomplished. Some highlights:

- Conducted economic impact study of individual artists, showing an impact of close to one quarter billion dollars in 2003, three-quarters of which comes from out-of-state dollars.
- Developed significant partnerships with Governor's Office of Economic Opportunity in 2005 in which a creative enterprise program was begun. In 2006 priorities of Governor shifted, but MAC was asked to oversee \$25,000 in creative enterprise development.
- A new Indian art buying program is in development through a partnership with State Parks and the Governor's Office of Economic Opportunity.
- Cultural tourism is now integral to Travel Montana's travel planning publications, their annual conference and TAC meetings, after five years of efforts by MAC.
- Governor has appointed tourism member to MAC board and arts members to TAC board.
- Institute for Travel and Recreation Research at UM will conduct and fund a \$20,000 cultural tourism case study for the first time, at MAC's suggestion.
- Promo campaigns for Montana artists and arts organizations are moving along through work done with Made in Montana trade shows, e-commerce sites and other MAC promotion.
- MAC co-sponsored artists marketing workshops with MSU Extension and helped initial planning for MSU Great Falls' program that provides business assistance for artists.
- MAC created The Art of Leadership workshops for fundraising, board governance and marketing, offered every two years, with outstanding evaluations from participants.
- Six 30-minute radio programs on Montana Living Treasures were produced for MT PBS, as was a 30-minute Montana PBS TV state-wide broadcast of the Governor's Arts Awards.
- MAC expended all of the \$500,000 Wallace Foundation arts participation grant, and published:
 - "Building Arts Participation in Rural America,"
 - "Fund Raising Ideas That Work in Rural America" and
 - "Montana, the Land of Creativity"
- MAC's newspaper "State of the Arts" continues to improve and is known nationally as "The New York Times" of state arts agency newspapers.

Strategies not accomplished lie chiefly in areas of promoting Montana artists statewide and nationally. Budget and staff capacity limitations were the cause, and MAC plans to pursue state funding for these valuable causes in the 2008-2009 biennium.

Resources

Objectives here were to develop resources for arts education and arts-driven economic development. MAC continues to receive some federal competitive funding for arts education and the Governor's office has been of some help in economic development efforts. However, the budget crisis of 2003 and a struggle to get state funding cuts restored in 2005 inhibited major progress in this area. Private funding is very limited and unreliable for state arts agencies, therefore MAC will focus on additional state funding in the 2008-2009 biennium to further all these goals.